

CLAIMS

The following is claimed:

1. A pavement tape for conveying information when affixed to pavement,
5 said pavement tape comprising an elongated flexible tape body comprising front and rear faces, said front face comprising at least one symbol that conveys information.
2. The pavement tape of claim 1 wherein said rear face comprises an adhesive for bonding said pavement tape to pavement.
3. The pavement tape of claim 2 further comprising a flexible release tape,
10 one face of which is releasably bonded to said adhesive.
4. The pavement tape of claim 1 further comprising a flexible protective tape, one face of which is releasably bonded to said front face of said pavement tape.
5. The pavement tape of claim 1 wherein said at least one symbol conveys commercial information.
6. The pavement tape of claim 1 wherein said tape is from about 6 to about
15 12 inches in width.
7. The pavement tape of claim 1 wherein at least part of said at least one symbol is reflective.
8. The pavement tape of claim 1 wherein at least part of said front face is
20 reflective.
9. The pavement tape of claim 1 wherein said at least one symbol is formed as a perforation extending at least partly from said front face to said rear face of said tape body.
10. The pavement tape of claim 1 further comprising a mask tape, said mask
25 tape comprising a flexible mask tape body having front and rear mask faces and at least one symbol formed as a perforation extending from said front mask face to said rear mask face, said rear mask face of said mask tape being bonded to said front face of said pavement tape.

11. The pavement tape of claim 1 further comprising at least one railing attached to the pavement and protecting at least one edge of said pavement tape.

12. A pavement tape for conveying commercial information when affixed to pavement, said pavement tape comprising an elongated flexible tape body comprising
5 front and rear faces, said front face bearing at least one symbol that conveys commercial information and said rear face comprising an adhesive for bonding said pavement tape to pavement.

13. The pavement tape of claim 12 further comprising a flexible protective tape, one face of which is releasably bonded to said front face of said pavement tape.

10 14. The pavement tape of claim 13 further comprising a flexible release tape, one face of which is releasably bonded to said adhesive.

15. The pavement tape of claim 14 wherein said tape is from about 6 to about 12 inches in width.

15 16. The pavement tape of claim 13 wherein at least part of said at least one symbol is reflective.

17. The pavement tape of claim 13 wherein at least part of said front face is reflective.

20 18. The pavement tape of claim 13 wherein said at least one symbol is formed as a perforation extending at least partly from said front face to said rear face of said tape body.

19. The pavement tape of claim 11 further comprising at least one railing attached to the pavement and protecting at least one edge of said pavement tape.

25 20. A pavement tape for conveying commercial information when affixed to pavement, said pavement tape comprising
symbol means for conveying commercial information; and
body means for supporting said symbol means on pavement.

21. A pavement tape of claim 20 wherein said body means includes a railing for protecting an edge of said pavement tape.

22. A method of conveying information from pavement comprising the following steps:

- 5 creating a flexible pavement tape having a front and rear faces, said front face comprising at least one symbol conveying information;
 locating a section of pavement for installing said pavement tape; and
 bonding said rear face of said pavement tape to said pavement section.

23. A pavement paint for conveying information when applied to pavement, said pavement paint comprising an elongated paint layer comprising at least one symbol that conveys information.

10 24. The pavement tape of claim 23 wherein said at least one symbol conveys commercial information.

25. The pavement paint of claim 23 wherein said tape is from about 6 to about 12 inches in width.

15 26. The pavement paint of claim 23 wherein at least part of said at least one layer is reflective.

27. The pavement paint of claim 23 wherein at least part of said layer is reflective.